

NORTON LAUDS STAR-BULLETIN HILO EDITION AND ISLAND PUBLICITY

(Continued from Page 17.)

Strangely enough it is because they are advised to do so by their friends and by pretty well everyone they meet. It has become the fashion to make that scurried trip and it will take a great deal of determination to stop it.

Jealousy is Short-sighted

I think it very probable that any feeling of jealousy there may have been between the two cities may be attributed to a very fact. It would be an easy matter for Hilo to get the idea that Honolulu, since it puts up much of the money to get the tourists here, would wish to keep them in Honolulu as much as possible, and would therefore boost the three-day rush in order to get them back again to the city.

I don't say that this was ever actually the case, but it would certainly make a big difference to the other islands if the people of Honolulu would tell their friends what there is to see in those other islands.

For instance, how many tourists are told by friends or by the hotel agents about the beauties of Puna or Hamakua? Lots of information is given out about the volcano, much of it amusingly inaccurate, but practically nothing is ever said concerning other sections of the island of Hawaii or the other islands.

It Helps To "Know"

It is always strange to me that Honolulu people do not understand that by posting themselves well upon the details of all the islands, and talking about them to their friends, they are helping to secure the huge tourist traffic for which the local publicity organization has striven for some ten years or so. The other islands are quite as lovely and quite as interesting as Honolulu and Oahu; tourists have come here to see interesting and beautiful things, and it stands to reason that if they are directed to those things by their friends and are instructed to give plenty of time to them, they will not only come again themselves but will persuade their friends to come also. In this there is the foundation of a tremendous tourist business with consequent gain to the good people of Honolulu, which will always be the tourist center.

The argument may be advanced that the hotel accommodations are inadequate on the outer islands. (By the way, that term "outer islands" is meaningless anyway, why not "other islands"?) It is true that at certain seasons there is a certain congestion, but it is not in the tourist season.

A hotel like the Volcano House, for example, can hardly be expected to build on new wings with another hundred bedrooms for the sake of the three-day trippers who stay only one night and then rush off again. No wise hotel man would lay out a large amount of hard-earned reserve in providing accommodations for a possible future trade. Once let there be a concerted effort on the part of the good lovers of Honolulu and "boost" for all the other islands and their beauties, and there will be an immediate rush to increase the hotel accommodations.

Year-round Resort

Honolulu has got to convince the traveling public that these islands have an all-year-round season, and that every day is a May day. In this will Honolulu receive loyal backing.

BAT THE RAT

Join the Clean-Up Club and Kill On the Rate

Boards of health everywhere are trying to exterminate rats, because of their menace to health and destruction of property. But without waiting for the health authorities to do the work for you, do your duty and use the only effective weapon in the war on rats, Stearns Electric Paste. Get a two ounce box from your druggist for 25 cents and in one night it should kill off all the rats and mice in your home, barn or garage.

Remember above all that killing a rat now is as effective as killing a dozen a couple of months later. Use Stearns Electric Paste now and prevent further breeding. Directions in 15 languages in every package.—Adv.

from the other islands, but Honolulu will not forget that the May-day proposition is common to all the islands and is not the exclusive property of the island of Oahu. Publicity is the keynote of success in this matter, and only by publicity can it be obtained. Every citizen should be a publicity agent for every island; every citizen should know enough about them to be able to interest every visitor he meets. He should know that there is more on the island of Maui than the ascent of Haleakala; he should be able to talk about the Iao Valley, the ditch-trails and the east end of the island, with many other matters pertaining to it; he should know something about Hawaii, beyond the fact that there is a volcano there; he should learn something of the great beauties of Kaula, beyond the Waimea Canyon and the Barking Sands, for if he does know these things he will not only add to his attractions as a conversationalist, but will earn the gratitude of many tourists to whom his conversation has opened a fascinating book which they perforce must read. In this way he benefits himself, he benefits the other islands of his own land, and he benefits many commercial enterprises by his own actual effort.

Praise for Star-Bulletin's Work

The Star-Bulletin, by its special edition on the subject of the Hilo County Fair and the Civic Convention, is doing much to point the way to a broader understanding of these issues, and in its excellent stories of Hilo and its surroundings has shown very clearly just what can be done by a thoroughly united community in the way of improvements and roads over an enormous territory.

With the same spirit of unity among all the peoples of all the islands; with Maui, Kaula and Hawaii boosting for the beauties of Oahu; as well as of their own individual islands, and with Oahu boosting for Maui, Kaula and Hawaii equally with its own surroundings, we should have a publicity campaign which would not only attract tourists in vastly greater numbers than at present, but which would stamp the Hawaiian Islands as the one resort on the face of the waters where summer reigns the whole year round, where the tourist can never be disappointed in the weather, and where every citizen is a lover and a booster of his own land.

35 ZEPPELINS WRECKED IN 34 RAIDS ON ENGLAND

LONDON, Eng.—Major Baird, representative of the aerial board in the house of commons, replying in the house last night to criticisms of the air defenses against recent Zeppelin raids, announced that since the war began the allies have accounted for thirty-five Zeppelins.

"There have been thirty-four raids on England," said Major Baird, "in ten of which there were no casualties; in the remainder the number of killed was 334 civilians and fifty military men. Nobody can say that these casualties, deplorable as they are, will have any influence on the conduct of the war, provided the honorable members of the house do not give utterance to such ill-chosen statements as have been made in the house of commons tonight."

"Members of the house of commons ought to be leaders of the people. They should encourage the people—not create panic. Lord French has a very complete system of air defense, and it is being improved daily, while the British flying corps has a record superior to any other nation."

A NEW RELIGION

In the gazetted list of New Zealand clergymen licensed to officiate at marriages appear the names of ten Maori members of the Ringatu Church. The Ringatu form of worship is practically the Hauahu form of religion, of which the high priest at one time was Te Kooti, and later the wily Urewera recalcitrant, Rua, who was recently captured. The scheme of worship is a continuous uplifting of the hands, and the rapid chanting of a mixture of Old and New Testament phrases interlarded with native ideas regarding the Deity. The ten men who represent the

Church have now the right to claim the prefix of Reverend to their names, and their right to that honor has already been accepted by the Government printer.

SPEEDIEST DEATH

Extraordinary medical evidence about the effects of a lightning stroke was given at the inquest at Erdington,

Birmingham, England, on Frederick Wiltshire, who was killed by lightning. A doctor stated that there was only one mark on the body, and that was on the sole of the foot. It was

about the size of a threepenny piece, and was probably the point of exit; no point of entrance was to be seen. Death was due to shock caused by the passage of electric fluid through the

body, and the duration of the shock would be a millionth part of a second. Why is watered silk classified as dry goods?



Why you should buy Keen Kutter Tools

First, they are absolutely guaranteed; second, your dealer will refund purchase price or replace any tool if it fails to give satisfaction; third, behind every tool stands the famous Keen Kutter trade mark, representing over 45 years' tool-making experience.

Buy Keen Kutter goods at any hardware store with the utmost confidence, with the certainty that they will give years of hardest service—and satisfaction.

Ordinary tools are dressed to play their part, but they cannot give service. Hence, they are expensive. They will not last. You know that!

Doesn't it stand to reason that it is cheaper to buy Keen Kutter guaranteed tools that last a lifetime—always right on edge, true, trustworthy and durable?

Compare the edge, the balance, the hang or the many other vital features of Keen Kutter tools with ordinary tools. You will be astounded at the Keen Kutter

superiority. Use any Keen Kutter tool; then try its ordinary counterpart. You will quickly appreciate why Keen Kutter tools are famous among skilled craftsmen and among home workers.

Understand the spirit of this wonderful hardware business that has grown so enormously in its 45 years' career. Then you will know why the trade mark "Keen Kutter" inspires and deserves the confidence of every man and woman.

Buy Keen Kutter tools—there are hundreds of different kinds for as many purposes—with the same confidence and the same assurance that they are sold by us to the dealer—and by the dealer to you.

You will find that dealers who sell Keen Kutter tools are leading dealers. Their trade is the best, demands the best and gets the best, because it demands Keen Kutter Quality—always!

Why you should sell Keen Kutter Tools

First, because it is the largest and finest line of tools sold under one trade mark; second, because every Keen Kutter tool is guaranteed perfect and we authorize you, as a dealer, to refund purchase price or replace any faulty article; third, Keen Kutter tools are demanded by the best trade, because they are proven tools.

Keen Kutter tools are distinctly a national brand. They are sold throughout the United States to the highest grade hardware stores. Our seven great houses distribute our goods. You get prompt service, because we carry an enormous stock at each house, ready at any hour to fill any order, no matter how large or how small.

Keen Kutter reputation has been built over a period of more than 45 years, creating a wonderful confidence among dealers and among customers. The

Keen Kutter trade mark has stood only for the highest quality tools and cutlery made in America.

Nationally advertised in the great publications, Keen Kutter tools and cutlery are constantly before the buying public. Every advertisement enhances the value of your investment with us and increases your business.

Realize what it means to you to concentrate your dealings with one great house that guarantees every Keen Kutter article to be satisfactory.

Gentlemen, to-day more than ever before, you need Keen Kutter tools in your business. The buying public is keener and competition is keener. You must sell the best to win!

Don't speculate—know what this great house of Simmons can and will mean to your business!

"The Recollection of Quality Remains Long After the Price is Forgotten."

Trade Mark Registered.

—E. C. SIMMONS.

SIMMONS HARDWARE COMPANY,

St. Louis

New York

Philadelphia

Toledo

Minneapolis

Sioux City

Wichita



The Bizarre Beauty of the Orient Awaits You Here

To step through our doors is to step into the mystic atmosphere of Nippon. On every hand you see the elegant and dainty productions of the skilful artisans of the Mikado's Empire. Nothing can equal the profusion of creative beauty that is to be found throughout our extensive establishment.

Honoluluans who delight in glimpses of picturesque Japan should not fail to visit our show-rooms at their earliest convenience.

Visitors and Sightseers always welcome

T. MURAKAMI

Hotel, Near Nuuanu Street.

Goods packed for shipment

orders given careful attention